

# ARELLA WARREN

## DESIGN & MARKETING

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## PROFILE

Interdisciplinary creative with 4+ years of experience delivering compelling visuals, branding, and written material. Deeply passionate about human-centered design and using creative tools for good.

## TOOLS

Adobe Creative Cloud  
Affinity Suite  
Canva  
Google Workspace  
Microsoft Office  
Social Media Platforms  
Wordpress

## SKILLS

Branding & Design  
Content Marketing  
Editorial Management  
Illustration  
Media Relations

## AFFILIATIONS

Volunteer Photographer  
Richmond Animal League  
06/2024 — Present  
Graphics Lead  
Sunrise Movement Richmond  
02/2025 — Present

## PROFESSIONAL EXPERIENCE

### MULTIMEDIA DESIGNER

Northstar Travel Group | 02/2023 — Present

- Support marketing and design initiatives across 20+ destination, incentive, and meetings events—regularly producing content for email, social media, press, web, mobile, and large-scale print
- Lead year-round targeted email campaigns for 10 major events
- Create and optimize digital ads, brochures, and promotional items to increase customer engagement for 20+ sub-brands
- Manage, develop, and upkeep content using Illustrator, Photoshop, InDesign, After Effects, PowerPoint, Canva, and Beefree
- Refreshed logos for 25+ brands during corporate rebrand initiative

### FREELANCE GRAPHIC DESIGNER

Self-Employed | 08/2020 — Present

- Designed and illustrated 6 comprehensive educational resources (totaling 29 pages) for a major nonprofit health equity campaign
- Conceptualized and produced logos for 3 registered businesses
- Delivered brand materials for 8 clients and businesses, including corporate reports, merchandise, stationery, and marketing collateral

### COMMUNICATIONS INTERN

The Walt Disney Company | 06/2022 — 01/2023

- Created engaging written and graphic content for the Disney Parks Blog, D23 Expo 2022, and Disney Store social channels
- Compiled detailed media coverage reports, one-sheets, and pitch decks to help execute global public relations and nonprofit campaigns

### DEPUTY EDITOR

Moda Magazine | 05/2021 — 05/2022

- Oversaw all facets of the organization, publication process, and art direction alongside E.I.C. to produce 10+ digital and print issues
- Co-led weekly editorial board and full staff meetings of 80+ people

### MEDIA INTERN

Storyline Strategies | 01/2021 — 08/2021

- Developed brand asset library, including 70+ vector icons, custom illustrations, and templates for big tech clients and pro-bono use

## EDUCATION

### UNIVERSITY OF WISCONSIN-MADISON

2018 — 2022

Bachelor of Arts in Communication Arts (Media & Rhetorical Studies)  
Certificates in Design Strategy, Digital Studies, and Graphic Design